

Rep Order# 9776263 Ver# 5 Status Revised Traffic Order# 31285

Printed: 08/22/2012 2:16 PM
Last Received: 08/22/2012 12:23 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WWSB-TV SARASOTA, FL
Advertiser () POLITICAL ISSUE GROU
Product HOUSE MAJORITY-SEIU
Estimate# 1440
Buyer Laura Bassett
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW, #100
WASHINGTON, DC 20007
Agency C/P1/P2/E 120/127/1440
Flight Dates 09/25/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () BRAD PHILLIPS
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

---CONTRACT COMMENT---

HOUSE MAJORITY PAC/SEIU *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

---REMARKS---

REVISED LN 23
PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*23	W	9P-10P	MODERN/NEIGHBOR	:30	\$3,000.00	09/26-09/26	1	1	1	\$3,000.00	
Sales Remark: V5 REVISED PGM												
V5 Program Name Change, Comment Changed												

---REPORT TOTALS---

Report Totals: 1 / \$3,000.00

---SALES MONTHLY TOTALS---

Sep 12: 29 / \$15,095.00 Oct 12: 34 / \$20,175.00
Sales Totals: 63 / \$35,270.00
Station Totals: 63 / \$35,270.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$705,400
CABL 0% UNKN 95% WBSV 0% WFLA 0% WFTS 0%
WTOG 0% WTSP 0% WTTA 0% WTVT 0% WWSB 5%

---COMPETITIVE COMMENTS---

SHARES EST - WILL FOLLOW UP

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EC'd Yes

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Books null
Demos RA35+